

Executive Director's Report September 10, 2004

Financial:

- The Fund balance at the end of August was \$16,705,292
- Total amount disbursed for the primary election: \$2,234,935.25

Candidate Information Update:

- A total of 151 candidates will appear on the general election ballot. That number may increase if the 6 primary election write-in candidates received enough votes to appear on the general election ballot. Also, if 2 of the write-in candidates make the ballot, then 2 participating candidates will have opposition in the general election, and therefore will be eligible for full general election funding: Kris Mayes for Corporation Commissioner and John Huppenthal for Senate District 20
- Currently, there are 86 participating candidates in the general election. That number may change due to close races in Districts 3, 6 and 20 for State Representative. No funding has been disbursed to the following participating candidates in close races for the Republican Party nomination.
 - Trish Groe and Ray Cullison (both participating candidates) are only 25 votes apart.
 - Ted Carpenter (participating candidate) is leading over Clancy Jayne (nonparticipating candidate) by 193 votes.
 - John McComish (participating candidate) is leading over Anton Orlich (nonparticipating candidate) 75 votes.
- An electronic candidate survey has been developed. This survey includes questions about the debates, candidate statement pamphlets and overall service of the staff. The survey will be sent, via a link in an e-mail, on 9/14/04. If candidates have no e-mail address on file, we will mail them a survey which we will enter electronically once it is completed and sent back to us. Results of this survey will be available in October.
- 10 candidate committees have been selected for a random audit of the Pre-Primary Report and forwarded to the accounting firm Miller, Allen & Co., which has the contract with the Commission to perform the random audits.

Debates:

- Results have been compiled from the primary election audience surveys. Overall the debates were received very positively. Generally they were seen as well managed and organized. They were seen as informative and attendees are interested in attending future debates. Respondents applaud the sponsors for conducting the debates. There is little interest in viewing debates online. However, more advertising needs to be done.
- 23 planned for the general election period.

- Two handouts have been developed for the sponsors:
 1. Debate promotion strategies.
 2. Possible debate questions (based on the frequently asked questions during the primary election debates).
- All general debates will be attended by a CCEC staff member or a representative from Off Madison Avenue.
- New surveys will be handed out to audience members to include: questions about the debate, a place for them to sign-up for our e-blast and a tear-off portion at the bottom of the survey with our website for their future reference.

Candidate Statement Pamphlet:

- *General Election Candidate Statement Pamphlet* layout being sent to the printer on 9/16/04. Printing will begin the week of the 20th.
- Mailing of the *General Election Candidate Statement Pamphlet* to begin on or before 9/29/04 (prior to the start of early voting, which begins September 30th).

Education Campaign:

- Theater slides (30 second digital w/ audio) began running on September 13th at AMC theaters in the Phoenix Metro area.
- English radio spots will be running during the week of September 20th in the following counties: Yavapai, Yuma, Coconino, Cochise, Gila, Apache, Santa Cruz, Graham and Navajo.

Agenda Items for the October 5th Meeting:

- Enforcement Matters
- Public Testimony on Proposed Legislation